

DUPLICATE INVOICE



WESH
1021 N. Wymore Rd.
Winter Park, FL 32789
Main: (407)645-2222
Billing: (407)389-7661

www.wesh.com

Billing Address:

Crossroads Media
Attention: Accounts Payable
66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

Send Payment To:

WESH
P O Box 26876
Lehigh Valley, PA 18002-6876
FIN# 59-3186949

Invoice #	Invoice Date	Invoice Month	Invoice Period
936480-1	10/14/12	October 2012	10/01/12 - 10/08/12

Station	Account Executive	Sales Office	Sales Region
WESH	Fran Berg	Eagle-Washingt	National

Advertiser	Product	Estimate Number
American Crossroads - Issi	AMERICAN CROSSROADS	692

Flight Dates	Order #	Alt Order #
10/02/12 - 10/08/12	936480	07892674

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code
	11	27

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/Week	Rate	Type
1	10/02/12	10/05/12	M-F Early Sunrise	5:00-6:00 AM	-11-1--	:30	3	\$300.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 -11-1-- 3 \$300.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WESH Tu 10/02/12 5:24 AM M-F Early Sunrise 5:00-6:00 AM :30 USPRTV19ACH \$300.00 NM 1 WESH W 10/03/12 5:53 AM M-F Early Sunrise 5:00-6:00 AM :30 USPRTV19ACH \$300.00 NM 3 WESH F 10/05/12 5:42 AM M-F Early Sunrise 5:00-6:00 AM :30 USPRTV19ACH \$300.00 NM									
2	10/08/12	10/08/12	M-F Early Sunrise	5:00-6:00 AM	M-----	:30	1	\$300.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 M----- 1 \$300.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WESH M 10/08/12 5:41 AM M-F Early Sunrise 5:00-6:00 AM :30 USPRTV19ACH \$300.00 NM									
3	10/02/12	10/05/12	M-F Sunrise @6AM	6:00-7:00 AM	-1111--	:30	4	\$1,100.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 -1111-- 4 \$1,100.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WESH Tu 10/02/12 6:42 AM M-F Sunrise @6AM 6:00-7:00 AM :30 USPRTV19ACH \$1,100.00 NM 2 WESH W 10/03/12 6:14 AM M-F Sunrise @6AM 6:00-7:00 AM :30 USPRTV19ACH \$1,100.00 NM 3 WESH Th 10/04/12 6:27 AM M-F Sunrise @6AM 6:00-7:00 AM :30 USPRTV19ACH \$1,100.00 NM 4 WESH F 10/05/12 6:54 AM M-F Sunrise @6AM 6:00-7:00 AM :30 USPRTV19ACH \$1,100.00 NM									
4	10/02/12	10/05/12	NBC Today Show	7:00-9:00 AM	-1111--	:30	4	\$1,600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 -1111-- 4 \$1,600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WESH Tu 10/02/12 8:36 AM NBC Today Show 7:00-9:00 AM :30 USPRTV19ACH \$1,600.00 NM 1 WESH W 10/03/12 8:29 AM NBC Today Show 7:00-9:00 AM :30 USPRTV19ACH \$1,600.00 NM 4 WESH Th 10/04/12 7:23 AM NBC Today Show 7:00-9:00 AM :30 USPRTV19ACH \$1,600.00 NM 3 WESH F 10/05/12 8:42 AM NBC Today Show 7:00-9:00 AM :30 USPRTV19ACH \$1,600.00 NM									
5	10/02/12	10/05/12	Regis & Kelly 9-10 AM	9:00-10:00 AM	-1111--	:30	4	\$800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 -1111-- 4 \$800.00									

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at www.hearsttelevision.com/for_advertiser.
 We warrant that the actual broadcast information shown on this invoice was taken from the program log

DUPLICATE INVOICE

Send Payment To:

WESH
P O Box 26876
Lehigh Valley, PA 18002-6876
FIN# 59-3186949



Invoice #	Invoice Date	Invoice Month	Invoice Period
936480-1	10/14/12	October 2012	10/01/12 - 10/08/12

Advertiser	Product	Estimate Number
American Crossroads - Iss	AMERICAN CROSSROADS	692

www.wesh.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type																																																																													
5	10/02/12	10/05/12	Regis & Kelly 9-10 AM	9:00-10:00 AM	-1111--	:30	4	\$800.00	NM																																																																													
<table><tr><td>Spots: #</td><td>Ch</td><td>Day</td><td>Air Date</td><td>Air Time</td><td>Description</td><td>Start/End Time</td><td>Length</td><td>Ad-ID</td><td>Rate</td><td>Type</td></tr><tr><td>2</td><td>WESH</td><td>Tu</td><td>10/02/12</td><td>9:45 AM</td><td>Regis & Kelly 9-10 AM</td><td>9:00-10:00 AM</td><td>:30</td><td>USPRTV19ACH</td><td>\$800.00</td><td>NM</td></tr><tr><td>1</td><td>WESH</td><td>W</td><td>10/03/12</td><td>9:58 AM</td><td>Regis & Kelly 9-10 AM</td><td>9:00-10:00 AM</td><td>:30</td><td>USPRTV19ACH</td><td>\$800.00</td><td>NM</td></tr><tr><td>4</td><td>WESH</td><td>Th</td><td>10/04/12</td><td>9:29 AM</td><td>Regis & Kelly 9-10 AM</td><td>9:00-10:00 AM</td><td>:30</td><td>USPRTV19ACH</td><td>\$800.00</td><td>NM</td></tr><tr><td>3</td><td>WESH</td><td>F</td><td>10/05/12</td><td>9:58 AM</td><td>Regis & Kelly 9-10 AM</td><td>9:00-10:00 AM</td><td>:30</td><td>USPRTV19ACH</td><td>\$800.00</td><td>NM</td></tr></table>										Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	2	WESH	Tu	10/02/12	9:45 AM	Regis & Kelly 9-10 AM	9:00-10:00 AM	:30	USPRTV19ACH	\$800.00	NM	1	WESH	W	10/03/12	9:58 AM	Regis & Kelly 9-10 AM	9:00-10:00 AM	:30	USPRTV19ACH	\$800.00	NM	4	WESH	Th	10/04/12	9:29 AM	Regis & Kelly 9-10 AM	9:00-10:00 AM	:30	USPRTV19ACH	\$800.00	NM	3	WESH	F	10/05/12	9:58 AM	Regis & Kelly 9-10 AM	9:00-10:00 AM	:30	USPRTV19ACH	\$800.00	NM																						
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type																																																																												
2	WESH	Tu	10/02/12	9:45 AM	Regis & Kelly 9-10 AM	9:00-10:00 AM	:30	USPRTV19ACH	\$800.00	NM																																																																												
1	WESH	W	10/03/12	9:58 AM	Regis & Kelly 9-10 AM	9:00-10:00 AM	:30	USPRTV19ACH	\$800.00	NM																																																																												
4	WESH	Th	10/04/12	9:29 AM	Regis & Kelly 9-10 AM	9:00-10:00 AM	:30	USPRTV19ACH	\$800.00	NM																																																																												
3	WESH	F	10/05/12	9:58 AM	Regis & Kelly 9-10 AM	9:00-10:00 AM	:30	USPRTV19ACH	\$800.00	NM																																																																												
6	10/08/12	10/08/12	NBC Today Show	7:00-9:00 AM	M-----	:30	1	\$1,600.00	NM																																																																													
<table><tr><td>Weeks:</td><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>MTWTFSS</u></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td colspan="5"></td></tr><tr><td></td><td>10/08/12</td><td>10/14/12</td><td>M-----</td><td>1</td><td>\$1,600.00</td><td colspan="5"></td></tr><tr><td>Spots: #</td><td>Ch</td><td>Day</td><td>Air Date</td><td>Air Time</td><td>Description</td><td>Start/End Time</td><td>Length</td><td>Ad-ID</td><td>Rate</td><td>Type</td></tr><tr><td>1</td><td>WESH</td><td>M</td><td>10/08/12</td><td>8:26 AM</td><td>NBC Today Show</td><td>7:00-9:00 AM</td><td>:30</td><td>USPRTV19ACH</td><td>\$1,600.00</td><td>NM</td></tr></table>										Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>							10/08/12	10/14/12	M-----	1	\$1,600.00						Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	1	WESH	M	10/08/12	8:26 AM	NBC Today Show	7:00-9:00 AM	:30	USPRTV19ACH	\$1,600.00	NM																																	
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>																																																																																	
	10/08/12	10/14/12	M-----	1	\$1,600.00																																																																																	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type																																																																												
1	WESH	M	10/08/12	8:26 AM	NBC Today Show	7:00-9:00 AM	:30	USPRTV19ACH	\$1,600.00	NM																																																																												
7	10/08/12	10/08/12	Regis & Kelly 9-10 AM	9:00-10:00 AM	M-----	:30	1	\$800.00	NM																																																																													
<table><tr><td>Weeks:</td><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>MTWTFSS</u></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td colspan="5"></td></tr><tr><td></td><td>10/08/12</td><td>10/14/12</td><td>M-----</td><td>1</td><td>\$800.00</td><td colspan="5"></td></tr><tr><td>Spots: #</td><td>Ch</td><td>Day</td><td>Air Date</td><td>Air Time</td><td>Description</td><td>Start/End Time</td><td>Length</td><td>Ad-ID</td><td>Rate</td><td>Type</td></tr><tr><td>1</td><td>WESH</td><td>M</td><td>10/08/12</td><td>9:59 AM</td><td>Regis & Kelly 9-10 AM</td><td>9:00-10:00 AM</td><td>:30</td><td>USPRTV19ACH</td><td>\$800.00</td><td>NM</td></tr></table>										Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>							10/08/12	10/14/12	M-----	1	\$800.00						Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	1	WESH	M	10/08/12	9:59 AM	Regis & Kelly 9-10 AM	9:00-10:00 AM	:30	USPRTV19ACH	\$800.00	NM																																	
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>																																																																																	
	10/08/12	10/14/12	M-----	1	\$800.00																																																																																	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type																																																																												
1	WESH	M	10/08/12	9:59 AM	Regis & Kelly 9-10 AM	9:00-10:00 AM	:30	USPRTV19ACH	\$800.00	NM																																																																												
8	10/02/12	10/05/12	NBC Today Show II	10AM-11AM	-1111--	:30	4	\$700.00	NM																																																																													
<table><tr><td>Weeks:</td><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>MTWTFSS</u></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td colspan="5"></td></tr><tr><td></td><td>10/01/12</td><td>10/07/12</td><td>-1111--</td><td>4</td><td>\$700.00</td><td colspan="5"></td></tr><tr><td>Spots: #</td><td>Ch</td><td>Day</td><td>Air Date</td><td>Air Time</td><td>Description</td><td>Start/End Time</td><td>Length</td><td>Ad-ID</td><td>Rate</td><td>Type</td></tr><tr><td>1</td><td>WESH</td><td>Tu</td><td>10/02/12</td><td>10:48 AM</td><td>NBC Today Show II</td><td>10AM-11AM</td><td>:30</td><td>USPRTV19ACH</td><td>\$700.00</td><td>NM</td></tr><tr><td>4</td><td>WESH</td><td>W</td><td>10/03/12</td><td>10:28 AM</td><td>NBC Today Show II</td><td>10AM-11AM</td><td>:30</td><td>USPRTV19ACH</td><td>\$700.00</td><td>NM</td></tr><tr><td>2</td><td>WESH</td><td>Th</td><td>10/04/12</td><td>10:58 AM</td><td>NBC Today Show II</td><td>10AM-11AM</td><td>:30</td><td>USPRTV19ACH</td><td>\$700.00</td><td>NM</td></tr><tr><td>3</td><td>WESH</td><td>F</td><td>10/05/12</td><td>10:49 AM</td><td>NBC Today Show II</td><td>10AM-11AM</td><td>:30</td><td>USPRTV19ACH</td><td>\$700.00</td><td>NM</td></tr></table>										Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>							10/01/12	10/07/12	-1111--	4	\$700.00						Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	1	WESH	Tu	10/02/12	10:48 AM	NBC Today Show II	10AM-11AM	:30	USPRTV19ACH	\$700.00	NM	4	WESH	W	10/03/12	10:28 AM	NBC Today Show II	10AM-11AM	:30	USPRTV19ACH	\$700.00	NM	2	WESH	Th	10/04/12	10:58 AM	NBC Today Show II	10AM-11AM	:30	USPRTV19ACH	\$700.00	NM	3	WESH	F	10/05/12	10:49 AM	NBC Today Show II	10AM-11AM	:30	USPRTV19ACH	\$700.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>																																																																																	
	10/01/12	10/07/12	-1111--	4	\$700.00																																																																																	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type																																																																												
1	WESH	Tu	10/02/12	10:48 AM	NBC Today Show II	10AM-11AM	:30	USPRTV19ACH	\$700.00	NM																																																																												
4	WESH	W	10/03/12	10:28 AM	NBC Today Show II	10AM-11AM	:30	USPRTV19ACH	\$700.00	NM																																																																												
2	WESH	Th	10/04/12	10:58 AM	NBC Today Show II	10AM-11AM	:30	USPRTV19ACH	\$700.00	NM																																																																												
3	WESH	F	10/05/12	10:49 AM	NBC Today Show II	10AM-11AM	:30	USPRTV19ACH	\$700.00	NM																																																																												
9	10/08/12	10/08/12	NBC Today Show II	10AM-11AM	M-----	:30	1	\$700.00	NM																																																																													
<table><tr><td>Weeks:</td><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>MTWTFSS</u></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td colspan="5"></td></tr><tr><td></td><td>10/08/12</td><td>10/14/12</td><td>M-----</td><td>1</td><td>\$700.00</td><td colspan="5"></td></tr><tr><td>Spots: #</td><td>Ch</td><td>Day</td><td>Air Date</td><td>Air Time</td><td>Description</td><td>Start/End Time</td><td>Length</td><td>Ad-ID</td><td>Rate</td><td>Type</td></tr><tr><td>1</td><td>WESH</td><td>M</td><td>10/08/12</td><td>10:49 AM</td><td>NBC Today Show II</td><td>10AM-11AM</td><td>:30</td><td>USPRTV19ACH</td><td>\$700.00</td><td>NM</td></tr></table>										Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>							10/08/12	10/14/12	M-----	1	\$700.00						Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	1	WESH	M	10/08/12	10:49 AM	NBC Today Show II	10AM-11AM	:30	USPRTV19ACH	\$700.00	NM																																	
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>																																																																																	
	10/08/12	10/14/12	M-----	1	\$700.00																																																																																	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type																																																																												
1	WESH	M	10/08/12	10:49 AM	NBC Today Show II	10AM-11AM	:30	USPRTV19ACH	\$700.00	NM																																																																												
10	10/02/12	10/05/12	NBC Today Show III	11AM-12PM/10-11/	-1111--	:30	4	\$600.00	NM																																																																													
<table><tr><td>Weeks:</td><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>MTWTFSS</u></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td colspan="5"></td></tr><tr><td></td><td>10/01/12</td><td>10/07/12</td><td>-1111--</td><td>4</td><td>\$600.00</td><td colspan="5"></td></tr><tr><td>Spots: #</td><td>Ch</td><td>Day</td><td>Air Date</td><td>Air Time</td><td>Description</td><td>Start/End Time</td><td>Length</td><td>Ad-ID</td><td>Rate</td><td>Type</td></tr><tr><td>3</td><td>WESH</td><td>Tu</td><td>10/02/12</td><td>11:27 AM</td><td>NBC Today Show III</td><td>11AM-12PM/10-11/</td><td>:30</td><td>USPRTV19ACH</td><td>\$600.00</td><td>NM</td></tr><tr><td>1</td><td>WESH</td><td>W</td><td>10/03/12</td><td>11:52 AM</td><td>NBC Today Show III</td><td>11AM-12PM/10-11/</td><td>:30</td><td>USPRTV19ACH</td><td>\$600.00</td><td>NM</td></tr><tr><td>4</td><td>WESH</td><td>Th</td><td>10/04/12</td><td>11:30 AM</td><td>NBC Today Show III</td><td>11AM-12PM/10-11/</td><td>:30</td><td>USPRTV19ACH</td><td>\$600.00</td><td>NM</td></tr><tr><td>2</td><td>WESH</td><td>F</td><td>10/05/12</td><td>11:51 AM</td><td>NBC Today Show III</td><td>11AM-12PM/10-11/</td><td>:30</td><td>USPRTV19ACH</td><td>\$600.00</td><td>NM</td></tr></table>										Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>							10/01/12	10/07/12	-1111--	4	\$600.00						Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	3	WESH	Tu	10/02/12	11:27 AM	NBC Today Show III	11AM-12PM/10-11/	:30	USPRTV19ACH	\$600.00	NM	1	WESH	W	10/03/12	11:52 AM	NBC Today Show III	11AM-12PM/10-11/	:30	USPRTV19ACH	\$600.00	NM	4	WESH	Th	10/04/12	11:30 AM	NBC Today Show III	11AM-12PM/10-11/	:30	USPRTV19ACH	\$600.00	NM	2	WESH	F	10/05/12	11:51 AM	NBC Today Show III	11AM-12PM/10-11/	:30	USPRTV19ACH	\$600.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>																																																																																	
	10/01/12	10/07/12	-1111--	4	\$600.00																																																																																	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type																																																																												
3	WESH	Tu	10/02/12	11:27 AM	NBC Today Show III	11AM-12PM/10-11/	:30	USPRTV19ACH	\$600.00	NM																																																																												
1	WESH	W	10/03/12	11:52 AM	NBC Today Show III	11AM-12PM/10-11/	:30	USPRTV19ACH	\$600.00	NM																																																																												
4	WESH	Th	10/04/12	11:30 AM	NBC Today Show III	11AM-12PM/10-11/	:30	USPRTV19ACH	\$600.00	NM																																																																												
2	WESH	F	10/05/12	11:51 AM	NBC Today Show III	11AM-12PM/10-11/	:30	USPRTV19ACH	\$600.00	NM																																																																												
11	10/08/12	10/08/12	NBC Today Show III	11AM-12PM/10-11/	M-----	:30	1	\$600.00	NM																																																																													
Class of Time - Immediately Pre-emptible without notice																																																																																						
<table><tr><td>Weeks:</td><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>MTWTFSS</u></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td colspan="5"></td></tr><tr><td></td><td>10/08/12</td><td>10/14/12</td><td>M-----</td><td>1</td><td>\$600.00</td><td colspan="5"></td></tr><tr><td>Spots: #</td><td>Ch</td><td>Day</td><td>Air Date</td><td>Air Time</td><td>Description</td><td>Start/End Time</td><td>Length</td><td>Ad-ID</td><td>Rate</td><td>Type</td></tr><tr><td>1</td><td>WESH</td><td>M</td><td>10/08/12</td><td>11:27 AM</td><td>NBC Today Show III</td><td>11AM-12PM/10-11/</td><td>:30</td><td>USPRTV19ACH</td><td>\$600.00</td><td>NM</td></tr></table>										Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>							10/08/12	10/14/12	M-----	1	\$600.00						Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	1	WESH	M	10/08/12	11:27 AM	NBC Today Show III	11AM-12PM/10-11/	:30	USPRTV19ACH	\$600.00	NM																																	
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>																																																																																	
	10/08/12	10/14/12	M-----	1	\$600.00																																																																																	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type																																																																												
1	WESH	M	10/08/12	11:27 AM	NBC Today Show III	11AM-12PM/10-11/	:30	USPRTV19ACH	\$600.00	NM																																																																												
12	10/02/12	10/05/12	M-F NOON NEWS 12-12:12:00-12:30 PM		-1111--	:30	4	\$600.00	NM																																																																													

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at www.hearsttelevision.com/for_advertiser.
 We warrant that the actual broadcast information shown on this invoice was taken from the program log.

DUPLICATE INVOICE

Send Payment To:



WESH
P O Box 26876
Lehigh Valley, PA 18002-6876
FIN# 59-3186949

Invoice #	Invoice Date	Invoice Month	Invoice Period
936480-1	10/14/12	October 2012	10/01/12 - 10/08/12

Advertiser	Product	Estimate Number
American Crossroads - Iss	AMERICAN CROSSROADS	692

www.wesh.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 -1111-- 4 \$600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 4 WESH Tu 10/02/12 12:27 PM M-F NOON NEWS 12-12:30 12:00-12:30 PM :30 USPRTV19ACH \$600.00 NM 1 WESH W 10/03/12 12:25 PM M-F NOON NEWS 12-12:30 12:00-12:30 PM :30 USPRTV19ACH \$600.00 NM 2 WESH Th 10/04/12 12:14 PM M-F NOON NEWS 12-12:30 12:00-12:30 PM :30 USPRTV19ACH \$600.00 NM 3 WESH F 10/05/12 12:11 PM M-F NOON NEWS 12-12:30 12:00-12:30 PM :30 USPRTV19ACH \$600.00 NM									
13	10/08/12	10/08/12	M-F NOON NEWS 12-12:12:00-12:30 PM		M-----	:30	1	\$600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 M----- 1 \$600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WESH M 10/08/12 12:28 PM M-F NOON NEWS 12-12:30 12:00-12:30 PM :30 USPRTV19ACH \$600.00 NM									
14	10/02/12	10/05/12	Days of Our Lives	1:00-2:00 PM	-1111--	:30	4	\$700.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 -1111-- 4 \$700.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WESH Tu 10/02/12 2:00 PM Days of Our Lives 1:00-2:00 PM :30 USPRTV19ACH \$700.00 NM 2 WESH W 10/03/12 1:43 PM Days of Our Lives 1:00-2:00 PM :30 USPRTV19ACH \$700.00 NM 4 WESH Th 10/04/12 2:00 PM Days of Our Lives 1:00-2:00 PM :30 USPRTV19ACH \$700.00 NM 3 WESH F 10/05/12 1:46 PM Days of Our Lives 1:00-2:00 PM :30 USPRTV19ACH \$700.00 NM									
15	10/08/12	10/08/12	Days of Our Lives	1:00-2:00 PM	M-----	:30	1	\$700.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 M----- 1 \$700.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WESH M 10/08/12 1:45 PM Days of Our Lives 1:00-2:00 PM :30 USPRTV19ACH \$700.00 NM									
16	10/02/12	10/04/12	KATIE COURIC DAY	2-3PM	-TWT---	:30	1	\$500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 -TWT--- 1 \$500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WESH Th 10/04/12 2:23 PM KATIE COURIC DAY 2-3PM :30 USPRTV19ACH \$500.00 NM									
17	10/08/12	10/08/12	KATIE COURIC DAY	2-3PM	M-----	:30	1	\$500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 M----- 1 \$500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WESH M 10/08/12 2:45 PM KATIE COURIC DAY 2-3PM :30 USPRTV19ACH \$500.00 NM									
18	10/02/12	10/05/12	M-F 3-4 PM	3:00-4:00 PM	-1111--	:30	4	\$600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 -1111-- 4 \$600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WESH Tu 10/02/12 3:22 PM M-F 3-4 PM 3:00-4:00 PM :30 USPRTV19ACH \$600.00 NM 4 WESH W 10/03/12 3:57 PM M-F 3-4 PM 3:00-4:00 PM :30 USPRTV19ACH \$600.00 NM 2 WESH Th 10/04/12 3:56 PM M-F 3-4 PM 3:00-4:00 PM :30 USPRTV19ACH \$600.00 NM 3 WESH F 10/05/12 3:19 PM M-F 3-4 PM 3:00-4:00 PM :30 USPRTV19ACH \$600.00 NM									
19	10/08/12	10/08/12	M-F 3-4 PM	3:00-4:00 PM	M-----	:30	1	\$600.00	NM
Class of Time - Immediately Pre-emptible without notice									

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at www.hearsttelevision.com/for_advertiser.
We warrant that the actual broadcast information shown on this invoice was taken from the program log

DUPLICATE INVOICE

Send Payment To:



WESH
P O Box 26876
Lehigh Valley, PA 18002-6876
FIN# 59-3186949

Invoice #	Invoice Date	Invoice Month	Invoice Period
936480-1	10/14/12	October 2012	10/01/12 - 10/08/12

Advertiser	Product	Estimate Number
American Crossroads - Iss	AMERICAN CROSSROADS	692

www.wesh.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 M----- 1 \$600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WESHM 10/08/12 3:19 PM M-F 3-4 PM 3:00-4:00 PM :30 USPRTV19ACH \$600.00 NM									
20	10/02/12	10/05/12	M-F 4-5 PM NEWS	M-F 4-5 PM	-1111--	:30	4	\$800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 -1111-- 4 \$800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WESHTu 10/02/12 4:53 PM M-F 4-5 PM NEWS M-F 4-5 PM :30 USPRTV19ACH \$800.00 NM 3 WESHW 10/03/12 4:43 PM M-F 4-5 PM NEWS M-F 4-5 PM :30 USPRTV19ACH \$800.00 NM 4 WESHTh 10/04/12 4:25 PM M-F 4-5 PM NEWS M-F 4-5 PM :30 USPRTV19ACH \$800.00 NM 1 WESHF 10/05/12 4:41 PM M-F 4-5 PM NEWS M-F 4-5 PM :30 USPRTV19ACH \$800.00 NM									
21	10/08/12	10/08/12	M-F 4-5 PM NEWS	M-F 4-5 PM	M-----	:30	1	\$800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 M----- 1 \$800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WESHM 10/08/12 4:12 PM M-F 4-5 PM NEWS M-F 4-5 PM :30 USPRTV19ACH \$800.00 NM									
22	10/02/12	10/05/12	M-F 5-6 PM ROT	5:00-6:00 PM	-1111--	:30	4	\$1,400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 -1111-- 4 \$1,400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WESHTu 10/02/12 5:22 PM M-F 5-6 PM ROT 5:00-6:00 PM :30 USPRTV19ACH \$1,400.00 NM 1 WESHW 10/03/12 5:27 PM M-F 5-6 PM ROT 5:00-6:00 PM :30 USPRTV19ACH \$1,400.00 NM 3 WESHTh 10/04/12 5:57 PM M-F 5-6 PM ROT 5:00-6:00 PM :30 USPRTV19ACH \$1,400.00 NM 4 WESHF 10/05/12 5:42 PM M-F 5-6 PM ROT 5:00-6:00 PM :30 USPRTV19ACH \$1,400.00 NM									
23	10/08/12	10/08/12	M-F 5-6 PM ROT	5:00-6:00 PM	M-----	:30	1	\$1,400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 M----- 1 \$1,400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WESHM 10/08/12 5:28 PM M-F 5-6 PM ROT 5:00-6:00 PM :30 USPRTV19ACH \$1,400.00 NM									
24	10/02/12	10/05/12	M-F 6-6:30 PM	M-F 6-6:30 PM	-111---	:30	3	\$2,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 -111--- 3 \$2,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WESHTu 10/02/12 6:11 PM M-F 6-6:30 PM M-F 6-6:30 PM :30 USPRTV19ACH \$2,000.00 NM 2 WESHW 10/03/12 6:27 PM M-F 6-6:30 PM M-F 6-6:30 PM :30 USPRTV19ACH \$2,000.00 NM 3 WESHTh 10/04/12 6:23 PM M-F 6-6:30 PM M-F 6-6:30 PM :30 USPRTV19ACH \$2,000.00 NM									
25	10/08/12	10/08/12	M-F 6-6:30 PM	M-F 6-6:30 PM	M-----	:30	1	\$2,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 M----- 1 \$2,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WESHF 10/05/12 6:45 PM M-Sun Nightly News 6:30-7:00 PM :30 USPRTV19ACH \$2,750.00 NM MG for 33.4,25.1 1 WESHM 10/08/12 M-F 6-6:30 PM M-F 6-6:30 PM :00 \$2,000.00 NM See MG 25.2									

DUPLICATE INVOICE

Send Payment To:



WESH
P O Box 26876
Lehigh Valley, PA 18002-6876
FIN# 59-3186949

Invoice #	Invoice Date	Invoice Month	Invoice Period
936480-1	10/14/12	October 2012	10/01/12 - 10/08/12

Advertiser	Product	Estimate Number
American Crossroads - Iss	AMERICAN CROSSROADS	692

www.wesh.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
26	10/02/12	10/05/12	M-F Entertainment Tonight	7:00-730 PM	-1111--	:30	4	\$1,600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 -1111-- 4 \$1,600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WESH Tu 10/02/12 7:27 PM M-F Entertainment Tonight 7:00-730 PM :30 USPRTV19ACH \$1,600.00 NM 2 WESH W 10/03/12 7:26 PM M-F Entertainment Tonight 7:00-730 PM :30 USPRTV19ACH \$1,600.00 NM 3 WESH Th 10/04/12 7:30 PM M-F Entertainment Tonight 7:00-730 PM :30 USPRTV19ACH \$1,600.00 NM 4 WESH F 10/05/12 7:26 PM M-F Entertainment Tonight 7:00-730 PM :30 USPRTV19ACH \$1,600.00 NM									
27	10/08/12	10/08/12	M-F Entertainment Tonight	7:00-730 PM	M-----	:30	1	\$1,600.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 M----- 1 \$1,600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WESH M 10/08/12 7:16 PM M-F Entertainment Tonight 7:00-730 PM :30 USPRTV19ACH \$1,600.00 NM									
28	10/08/12	10/08/12	Mon NBC Prime VOICE	Prime Other	M-----	:30	1	\$9,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 M----- 1 \$9,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WESH M 10/08/12 8:27 PM Mon NBC Prime VOICE Prime Other :30 USPRTV19ACH \$9,000.00 NM									
29	10/02/12	10/05/12	M-F Access Hollywood	Access Hollywood /	-1111--	:30	4	\$1,600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 -1111-- 4 \$1,600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 3 WESH Tu 10/02/12 7:55 PM M-F Access Hollywood Access Hollywood / :30 USPRTV19ACH \$1,600.00 NM 1 WESH W 10/03/12 7:46 PM M-F Access Hollywood Access Hollywood / :30 USPRTV19ACH \$1,600.00 NM 4 WESH Th 10/04/12 7:56 PM M-F Access Hollywood Access Hollywood / :30 USPRTV19ACH \$1,600.00 NM 2 WESH F 10/05/12 7:46 PM M-F Access Hollywood Access Hollywood / :30 USPRTV19ACH \$1,600.00 NM									
30	10/08/12	10/08/12	M-F Access Hollywood	Access Hollywood /	M-----	:30	1	\$1,600.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 M----- 1 \$1,600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WESH M 10/08/12 7:54 PM M-F Access Hollywood Access Hollywood / :30 USPRTV19ACH \$1,600.00 NM									
31	10/02/12	10/06/12	M-Su News @ 11PM	11-1135p	-11111-	:30	5	\$1,800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 -11111- 5 \$1,800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WESH Tu 10/02/12 11:31 PM M-Su News @ 11PM 11-1135p :30 USPRTV19ACH \$1,800.00 NM 2 WESH W 10/03/12 11:26 PM M-Su News @ 11PM 11-1135p :30 USPRTV19ACH \$1,800.00 NM 3 WESH Th 10/04/12 11:27 PM M-Su News @ 11PM 11-1135p :30 USPRTV19ACH \$1,800.00 NM 5 WESH F 10/05/12 11:33 PM M-Su News @ 11PM 11-1135p :30 USPRTV19ACH \$1,800.00 NM 4 WESH Sa 10/06/12 11:27 PM M-Su News @ 11PM 11-1135p :30 USPRTV19ACH \$1,800.00 NM									
32	10/08/12	10/08/12	M-Su News @ 11PM	11-1135p	M-----	:30	1	\$1,800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 M----- 1 \$1,800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WESH M 10/08/12 11:29 PM M-Su News @ 11PM 11-1135p :30 USPRTV19ACH \$1,800.00 NM									

Send Payment To:

WESH
P O Box 26876
Lehigh Valley, PA 18002-6876
FIN# 59-3186949



DUPLICATE INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
936480-1	10/14/12	October 2012	10/01/12 - 10/08/12

Advertiser	Product	Estimate Number
American Crossroads - Iss	AMERICAN CROSSROADS	692

www.wesh.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
33	10/02/12	10/05/12	NBC Tonight Show	11:35P-12:35XM	-1111--	:30	4	\$750.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	-1111--	4	\$750.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	Tu	10/02/12	12:31 AM	NBC Tonight Show	11:35P-12:35XM	:30	USPRTV19ACH	\$750.00 NM
2	WESHW		10/03/12	11:48 PM	NBC Tonight Show	11:35P-12:35XM	:30	USPRTV19ACH	\$750.00 NM
4	WESH	Th	10/04/12		NBC Tonight Show	11:35P-12:35XM	:00		\$750.00 NM
See MG 25.2									
3	WESH	F	10/05/12	12:20 AM	NBC Tonight Show	11:35P-12:35XM	:30	USPRTV19ACH	\$750.00 NM
34	10/08/12	10/08/12	NBC Tonight Show	11:35P-12:35XM	M-----	:30	1	\$750.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	M-----	1	\$750.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	M	10/08/12	11:59 PM	NBC Tonight Show	11:35P-12:35XM	:30	USPRTV19ACH	\$750.00 NM
35	10/04/12	10/04/12	NBC Prime ROCK CENT	10:00-11:00 PM	---T---	:30	1	\$4,500.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	---T---	1	\$4,500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	Th	10/04/12	10:37 PM	NBC Prime ROCK CENTER	10:00-11:00 PM	:30	USPRTV19ACH	\$4,500.00 NM
36	10/05/12	10/05/12	NBC Prime DATELINE	10:00-11:00 PM	----F--	:30	1	\$4,000.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	----F--	1	\$4,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	F	10/05/12	10:29 PM	NBC Prime DATELINE	10:00-11:00 PM	:30	USPRTV19ACH	\$4,000.00 NM
37	10/06/12	10/06/12	Sat 5-6a	Sat 5-6a	-----1-	:30	1	\$100.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	-----1-	1	\$100.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WESH	Sa	10/06/12	5:45 AM	Sat 5-6a	Sat 5-6a	:30	USPRTV19ACH	\$100.00 NM
38	10/06/12	10/06/12	NBC Saturday	Sat 8-10am	-----S-	:30	1	\$1,400.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	-----S-	1	\$1,400.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	Sa	10/06/12	9:21 AM	NBC Saturday	Sat 8-10am	:30	USPRTV19ACH	\$1,400.00 NM
39	10/06/12	10/06/12	SA/SU 6-6:30 PM	SA/SU 5:58-6:30 PI	-----S-	:30	1	\$1,400.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	-----S-	1	\$1,400.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	Sa	10/06/12	6:10 PM	SA/SU 6-6:30 PM	SA/SU 5:58-6:30 PI	:30	USPRTV19ACH	\$1,400.00 NM
40	10/07/12	10/07/12	NBC Sunday Today	8:00-9:00 AM/9-11A	-----S	:30	1	\$1,800.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	-----S	1	\$1,800.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	Su	10/07/12	8:25 AM	NBC Sunday Today	8:00-9:00 AM/9-11A	:30	USPRTV19ACH	\$1,800.00 NM
41	10/07/12	10/07/12	CHRIS MATTHEWS WK	CHRIS MATTHEWS	-----S	:30	1	\$1,500.00	NM

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at www.hearsttelevision.com/for_advertiser:
 We warrant that the actual broadcast information shown on this invoice was taken from the program log

DUPLICATE INVOICE

Send Payment To:



WESH
P O Box 26876
Lehigh Valley, PA 18002-6876
FIN# 59-3186949

Invoice #	Invoice Date	Invoice Month	Invoice Period
936480-1	10/14/12	October 2012	10/01/12 - 10/08/12

Advertiser	Product	Estimate Number
American Crossroads - Iss	AMERICAN CROSSROADS	692

www.wesh.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 -----S 1 \$1,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WESH Su 10/07/12 10:20 AM CHRIS MATTHEWS WKND EM CHRIS MATTHEW: :30 USPRTV19ACH \$1,500.00 NM									
42	10/07/12	10/07/12	SA/SU 6-6:30 PM	SA/SU 5:58-6:30 PI	-----S	:30	1	\$1,400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 -----S 1 \$1,400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WESH Su 10/07/12 6:20 PM SA/SU 6-6:30 PM SA/SU 5:58-6:30 PI :30 USPRTV19ACH \$1,400.00 NM									
43	10/07/12	10/07/12	NFL	8:00PM-conclusion	-----S	:30	1	\$12,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 -----S 1 \$12,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WESH Su 10/07/12 8:19 PM NFL 8:00PM-conclusion :30 USPRTV19ACH \$12,000.00 NM									
44	10/07/12	10/07/12	Sun 5-6a	Sun 5-6a	-----S	:30	1	\$100.00	NM
Class of Time - Pre-emptible with notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 -----S 1 \$100.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WESH Su 10/07/12 6:00 AM Sun 5-6a Sun 5-6a :30 USPRTV19ACH \$100.00 NM									
Total Spots							90		

Payment Terms 30 Days

<u>Gross Total</u>	\$121,350.00
<u>Agency Commission</u>	\$18,202.50
<u>Net Amount Due</u>	\$103,147.50